

## ENTIRE STOCK OF Strathmore Worsted Mills of Concord Junction, Mass., Bought by the "UNITED"

These old and reliable New England manufacturers for many years were producers of worsteds sold to jobbers. Of late, however, they have been manufacturing worsteds for the high class merchant tailoring trade direct.

Recently they discontinued business and The United Woolen Mills Company, by a lucky stroke has acquired every yard in their mills. We guarantee these materials to have been dyed with genuine aniline dyes and to be of fast color. They are of especially good weight and are genuine London shrunk.

Although it was never intended that this high class merchandise should be sold at our price we will tailor it to your individual order for the universal, unchangeable

ESTABLISHED 1902

ALL SUITS TRADE MARK **\$15** NO MORE  
ALL OVERCOATS **NO LESS**

MADE TO ORDER MADE TO FIT

Come now and get first choice of these beautiful fabrics. We cannot impress upon you too strongly the importance of your taking immediate advantage of this exceptional opportunity.

**The United Woolen Mills Co.**  
W. A. HERSCH, President.  
314 W. Pike Street  
THE LARGEST \$15 MERCHANT TAILORS IN AMERICA

## SHOEMEN URGED TO DO MORE ADVERTISING

And Newspaper is Declared to Be the Best Agency in Reaching Buyers.

PITTSBURG, Feb. 25.—"If you look into the future—ten, fifteen or twenty years—you will carry through all these years a definite, fixed advertising policy which will foster and nourish the twin, 'reputation' and 'volume,' without which no business can last through these years."

The above business admonition was given the delegates to the Pennsylvania Shoe Dealers' Association by F. J. Bullock, who spoke on "Advertising." Mr. Bullock's was one of two discourses given on the value of newspaper advertising. The other was by Horace A. Goddard, of New York, whose subject was "Advertising As It Relates to Sales."

**Requisite of Good Business.**  
Mr. Bullock said that advertising should be a part of the shoeman's selling efforts just as much as window displays, salespeople and courtesy, and he dwelt on the value of advertising, intelligently, he said.

Advertising is to your business what gasoline is to your automobile. If you foolishly step hard on the pedal, your automobile shoots and tears and perhaps wrecks and ruins. Your advertising done unintelligently, spasmodically and thoughtlessly wastes and tears and, perhaps, helps to ruin. Advertising does not respond as quickly as gasoline because people forget and gasoline does not.

There are only two things to remember in conducting an advertising campaign. One is the reputation of your business and the other is your volume of sales. If you will put these two things up before you where you can never miss seeing them whenever an advertisement is to be considered and prepared, you will have the principal guiding lines.

**Should Be Planned Carefully.**  
Advertising is not the patch-work quilt of our grandmothers, but is rather the wonderful mosaic woven with intent, carefulness of purpose and adherence to design which is represented by the wonderful color and pattern of weavers, who devote a lifetime, sometimes, to the weaving of an Oriental rug. Your advertising campaign cannot be put together with the patch-work quilt. It must be built to a scale and design like your Oriental rugs are woven. An advertising campaign for your individual business is some man's life time work.

**Newspaper Is Foundation.**  
Mr. Goddard said the newspaper was the foundation of all successful advertising companies and presented arguments to support his contention. His address follows:

The medium that I commend for your first consideration is the daily newspaper. There are other and mighty good mediums, but the newspaper is the foundation of all successful advertising campaigns—local and national—that have been run in this country. Let's reason it out. The press today provides the reading matter of ninety-seven per cent of the people. Only three per cent of the population are readers of books.

**All Read Daily Paper.**  
The daily paper is read by every family in the community that is subject to any argument or influence that advertising could bring to bear. You, as well as every other man in your community, depend upon the daily newspaper for your politics, your war news, your sporting news and your market and business news. And every woman depends upon the daily newspaper, first for information on subjects of vital interest to the home—information about kinds and prices of merchandise, that is—then, for news of society, fashionable dress, who have been married, how to make themselves beautiful.

**Women Direct Buying.**  
Women direct the greater part of the buying, and nine women out of every ten will turn first to the department store advertisements, then to specialty shops. They get general information from the former and particular buying information from the latter. Most men read the first page, then the sporting or market page. As they go through the paper they pick out the strong, one-line or specialty shop advertisements, but as a rule they will "duck" the department store matter.

Morning and night the newspapers print thousands of inches of reading matter—advertising being a good part of it—and the public is waiting and anxious to read it. Here, then, is the direct means of telling the people what you have for them that will add to



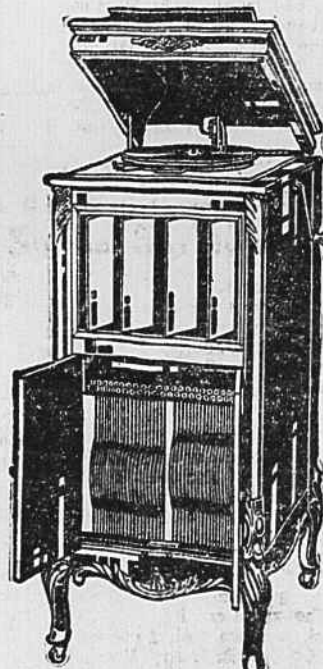
## The Band!

JUST as stirring on Columbia Records as it ever was on the street or stage—and you hear it at home in all its vigor, in all its force and dramatic strength!

Band music on Columbia Records is vivid, rich reality—thrilling in marches that quicken the blood—noble and stately in the overtures of the world's master-composers.

Only an actual band performance can equal the power, the martial fire, the surging strength and sparkling brilliance of these Columbia Records:

- National Emblem March and Washington Grays No. 1025 ..... \$0.65
- The Last Stand March and The Thundred March No. 1824 ..... \$0.65
- March of the Little Pierrots and Sharpshooters March, No. 5540 ..... \$1.00



Columbia Grafonola 110  
Price \$110

After you hear these band records, you'll always ask for COLUMBIA RECORDS! There's a Columbia dealer near you who'll gladly play them over to you.

Columbia Records in all Foreign Languages.  
New Records go on sale the 20th of every month. This advertisement was dedicated to the Dictaphone

## COLUMBIA GRAFONOLAS and DOUBLE-DISC RECORDS

FOR SALE BY  
HOME FURNISHING CO., Main St.  
PALACE FURNITURE & PIANO CO.  
168-170 W. Main St.  
C. F. ZARUBA, 221 S. Third St.  
HEDGES & OYSTER COMPANY,  
Lumberport, W. Va.

## THE NEW INSTALMENT STORE

Bed and Table Covers,  
Rugs and Portieres,  
Lace Curtains,  
Couch Covers,  
Sweepers,  
Wringers,  
Clocks,  
Etc.

### SPECIAL

On Sale Saturday and  
Monday

Full Two Quart  
(8 Cup) Genuine  
Aluminum Percolator **98c**

EASY CREDIT TERMS AT

**The Household Specialty Co., Inc.**  
172 West Main St., Just Below Second St.  
Come in and Look Over Our Line

## Announcement Clarksburg Produce Market

Formerly Located at 111-113 N. Third Street, Now Located at

**114 S. Fourth Street**  
**Moore Building**

Invites your inspection to the most complete and up-to-date produce market in the state

their comfort, pleasure, happiness and joy of life. The newspaper will convey your news to every man and woman in your community—you must see to it that it is news and worth reading.

**Regularly is Advocated.**  
Tell the truth, the whole truth and nothing but the truth about quality and value—tell the truth about the service you offer—tell the truth about your methods and policy—and you will sell shoes and more shoes. Your salesmen will have something to work for. They will know that their efforts are being backed up, they will not be afraid to tell facts to their customers, they will not have to resort to trick nor half truths, and they will develop many new selling ideas of their own. I have told you something of what I know can be accomplished through good advertising, but in my work through the country I have found but few shoe dealers who are in a position to advertise. Most of them run copy in the papers at the beginning of spring and autumn seasons, of course, but this is not advertising. If they attempted a properly written, intensive, educational and selling campaign, they would lose out for lack of proper organization. To a majority of shoe dealers I would say: "Change your methods, change your policy, train your sales force before you spend a dollar for advertising."

Save one-fourth on your subscription to the Telegram this week; special reduced rates.

## Every Dollar Protected

The depositor of small amounts should be just as particular about adequate security as the financier who has large amounts to invest. An account with us is an assurance of Safety and a fair rate of interest on your deposits. Bank with us.

4 Pct. Interest Paid on Savings Accounts

Surplus (Earned) \$250,000.  
Capital \$250,000.

**EMPIRE  
NATIONAL BANK**  
CLARKSBURG, W. VA.

